

ABSTRACT OF THE DISCLOSURE

Software architectures, platforms, and data constructs are disclosed which provide a system for enabling a non-technical or lay user to perform discrete technical tasks necessary to build a complete network-based,
5 multiuser application. The system also allows the user to have a uniform user experience throughout development of the application. For example, the platform can be used to construct and maintain an Internet or online Web site capable of handling e-commerce transactions or can be used to develop a customer relationship management system. A software architecture is
10 described that enables many users to perform a variety of tasks via a wide-area network, such as an enterprise network or the Internet. The architecture has several services, systems, and an extensible database for storing data objects. The database has an underlying structure referred to as a schema that can be extended with previously undefined attributes without having to alter the basic
15 format of the schema. The architecture also includes an integrated platform that enables each of the users to perform the tasks by controlling interaction or communication between the services and systems, and the extensible database.